

# Start with better content. Finish with better results.

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## BECOME AN INSTANT THOUGHT LEADER

- New content available weekly
- Highly rated by advisors, their prospects and clients
- 2500+ articles, videos, presentations, eBooks and more
- Topical, timely and FINRA-reviewed
- Easy to access the way you prefer

## GET THE CONTENT YOU WANT FOR THE BUSINESS YOU NEED

Investors look to your advisors for insight. Broadridge has you covered. With more than 2,500 pieces of highly informative and educational content, we can help you educate your clients and stand out from the crowd.

## CONVEY DEEP INDUSTRY KNOWLEDGE AND FORWARD-LOOKING EXPERTISE

Choose from a rich selection of proven, evergreen content and access timely, topical insights into new rules, regulations, opportunities and risk. Broadridge keeps a finger on the pulse of regulatory developments and industry trends, ready to serve up the right content at the right time so you can keep your clients current on what matters most.

## OUR CONTENT, YOUR WAY

Empower advisors with on-demand access to our full library of content. Or, supplement your existing library by selecting a la carte content to translate into your brand voice. Broadridge materials can be easily accessed via web portal and API. Plus, advisors can schedule when they publish their content—either on demand, or “set and forget” for optimal flexibility.

## MAKE STRONGER CONNECTIONS WITH PROSPECTS AND CLIENTS

Market and regulatory news may have different implications for clients at different income levels. Military servicepersons, women, Millennials and other groups have distinct interests and needs. Broadridge crafts content to reflect demographic differences for highly relevant connections.

## KEEP IT SIMPLE, MAKE IT CLEAR

Tap into easily digestible content, shareable across every channel: Email, web, social, text and mail. Our materials feature plain language and intuitive graphics. They are tailor-made for every situation: newsletters, alerts, tax guides, economic outlooks, greeting cards, social posts and more.



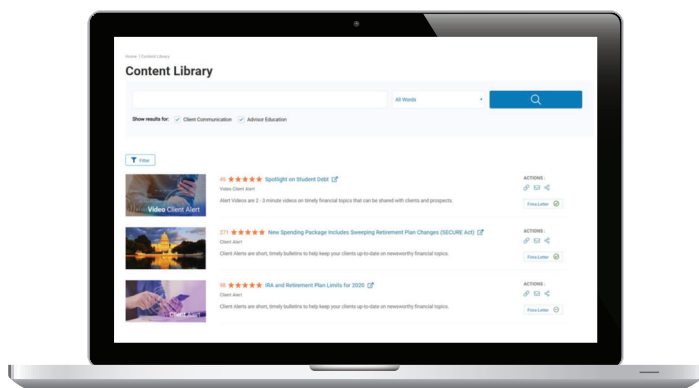
# Life events... instructions included

The Broadridge content library is carefully organized around 18 distinct life events and ten different financial goals. Your advisors can access, customize and utilize any of 27+ educational financial seminars and choose from content indexed for Insurance, Retirement, College, Military and more.

Starting out	Financial windfall	Starting a business
Coping with unemployment	Caring for an aging parent	Managing college expenses
Starting a family	Changing jobs	Planning an estate
Planning and saving for retirement	Planning for business succession	Nearing retirement or retired
Saving for college	Getting married	Loss of spouse
Long-term care planning	Buying a home	Getting divorced

## MAXIMIZE YOUR MARKETING INVESTMENT

The Broadridge FINRA-reviewed content library can be licensed independently, or as part of one of Broadridge Packaged Advisor Solutions. Designed to help advisors Grow, Invest and Manage their businesses, these solutions packages may include website, search engine marketing, continuing education, seminars, newsletters, and more.



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PUT THE BEST CONTENT TO WORK FOR YOU

100,000+

Advisor Portal content shares on social media

47.9M+

branded emails deployed by 45,000 advisors annually

21,000 content ratings

90% ranked 4+ out of 5 stars

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